

The Interpretive Process

Select a topic	
Narrow topic to one main idea/theme	
Write a theme statement as a single sentence	
Research the theme (show what sources and where from)	
Identify the audience	
Brainstorm interpretive options (create a mindmap)	
Develop interpretive presentation POW (capture the groups attention)	

Bridge (answer the questions – 5Ws)	
Body (illustrate the main message)	
Conclusion (summarise your interpretation)	
Company Objectives (3) (Measurable, Specified, Achievable) (How is this achieved within the tour and interpretation process)	